JOB DESCRIPTION – SOCIAL MEDIA EXECUTIVE

About HackIT

HackIT Technology and Advisory Services is an IT/Cyber Security company, operating since 2009. HackIT is an Indian Computer Emergency Response Team, CERT-IN (www.cert-in.org.in) empaneled provider for IT Security Audit Services. HackIT provides a broad range of security consulting and advisory services to a diverse group of clients, including government organizations, corporations, Military establishments, financial institutions and start-up, to name few. Our work spans multiple sectors and industries, including Telecommunications, Defense and Military, ITeS, Financial Services, Aviation, Hospitality, Healthcare and Research. We work end-to-end—from diagnosis to delivery of lasting impact — together generating tangible results that are improving the security posture of organizations worldwide.

Job Title
- Social Media Executive

Location
- Kochi

Job Overview

We are seeking a detail-oriented and proactive Social Media Executive to manage and grow the official social media presence across various projects under HackIT. The role involves content planning, publishing, performance tracking, and audience engagement while ensuring brand consistency and effective coordination with internal teams.

Job Responsibilities

- Manage and operate all official social media handles across various projects under HackIT.
- Develop and maintain a monthly social media content calendar at least two months in advance, updating it based on priorities and management inputs.
- Create engaging post content including copy, captions, hashtags, and detailed creative briefs, ensuring timely approvals before publishing.
- Ensure consistent posting with a minimum of three posts per week (strict minimum of two at all times).
- Coordinate with the Graphic Designer and Organizing Team to ensure all content assets are created, reviewed, and delivered on time.
- Maintain a detailed tracker of all published posts and develop a simple performance dashboard for management review.
- Monitor social media platforms daily to manage comments, messages, mentions, and audience engagement, escalating sensitive issues promptly.
- Ensure consistent brand voice, tone, and messaging across all platforms and projects.
- Track, analyze, and report key performance metrics such as reach, engagement, impressions, follower growth, and CTR.

- Support promotional campaigns (speakers, sponsors, ticket sales, schedules, and events) while identifying trends and suggesting innovative content strategies to enhance brand visibility.

Technical Skillsets (Mandatory)

- Hands-on experience managing LinkedIn, Twitter (X), Instagram, and Facebook pages.
- Strong understanding of content planning and social media calendar management.
- Knowledge of social media analytics tools (native platform insights, Meta Business Suite, LinkedIn Analytics, etc.).
- Basic understanding of performance metrics and reporting.
- Experience in using content scheduling tools (e.g., Buffer, Hootsuite, Zoho Social, etc.).
- Basic knowledge of Canva or coordination experience with design tools.
- Strong copywriting skills tailored to professional and tech audiences.
- Understanding of cybersecurity/technology industry trends (preferred).

Non-Technical skills

- Excellent written and verbal communication skills.
- Strong coordination and stakeholder management ability.
- Attention to detail and structured documentation habits.
- Ability to work with deadlines and manage multiple campaigns.
- Proactive mindset with problem-solving approach.
- Crisis handling and reputation management awareness.
- Creative thinking with a data-driven decision-making approach.

Qualifications & Certifications

- Bachelor's degree in Marketing, Communications, Journalism, Business Administration, or related field.
- Social Media Marketing Certification (preferred).
- Digital Marketing Certification (Google, Meta, HubSpot, etc.) is an added advantage.

Experience

1–3 years of relevant experience in Social Media Management/Digital Marketing.

Send your updated profiles to **careers@hackit.co**